



United States
Department of
Agriculture

Rural Development
Rural Business-
Cooperative Programs
Rural Housing Programs
Rural Utilities Programs

VA AN No. 424 (1901-E)
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August 21, 2003

SUBJECT: AFFIRMATIVE FAIR HOUSING MARKETING PLANS

TO: PROGRAM MANAGERS
RURAL DEVELOPMENT MANAGERS

PURPOSE/INTENDED OUTCOME:

This AN is issued to notify all personnel to re-emphasize the Affirmative Fair Housing Marketing Plan (AFHMP) issued by Housing and Urban Development (HUD). It is also being used to ensure the uniformity, consistency, proper utilization, and guidance on reviewing the plans.

COMPARISON WITH PREVIOUS AN:

This replaces AN 380 that expired September 18, 2002.

IMPLEMENTATION RESPONSIBILITIES:

Please notify borrowers/managers of the multi-family housing (MFH) related projects, community facilities, and single family developers that may be affected that they are to use the version dated 01/2001. The form may be accessed on the web (<http://www.hudclips.org>). Click on "forms", then click on "HUD-9" and scroll down to the bottom of the first page and click on "next list" to get to the second page where the fillable form HUD 935.2 is located.

In Part 2 of the form, the "Annual Plan" option was omitted. This was an error and will take a while to rectify. This option incorporated single family scattered site units. If it's an applicant/borrower for a MFH complex, mark "Project Plan" and nothing more in Part 2. However, if the applicant/borrower has scattered sites with 5 or more houses, it would be considered an "Annual Plan". Currently, there is no block to mark Annual, so the applicant/borrower would mark either Minority Area, White, or Mixed Area. For example, if the applicant/borrower is submitting a plan for a Minority Area and a White area, 2 separate AFHMPs must be submitted based on the racial composition of the census tract. This would constitute one plan marked Minority Area and the other White (non-minority) Area.

EXPIRATION DATE: August 28, 2004

FILING INSTRUCTIONS:
Preceding RD Instructions: 1901-E

Please visit our Homepage at: www.rurdev.usda.gov/va

USDA is an equal opportunity provider and employer.
To file a complaint of discrimination, write USDA, Director, Office of
Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue,
SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD).

Before approving the plan, it should ensure that any group(s) of persons least likely to apply for the entity is targeted. An example would be in a predominately African-American area, the target group would be White. If the census tract information is not completed, attach a copy of the census information to support the plan.

The AFHMP must be posted wherever business is conducted. For MFH complexes, this means on/off-site rental office or manager's apartment. Additional copies may be posted in common use areas, such as laundry rooms, meeting rooms, etc. In regards to community facilities that are affected such as hospitals and nursing homes, the plan should be located in the business office and other common use areas. For single family housing developers with more than 5 units, the plan should be posted in the main office, the onsite office or model, and on the construction board at the beginning of the site.

The following should be included in the completed plan: samples of the correspondence to outreach points of contacts, census data of the location, any advertisement literature. Additionally, contact at least one of the contacts to insure that the outreach has been done. Insure that the outreach efforts will reach the individuals that are targeted in the plan.

The State Civil Rights Manager is required to monitor AFHMPs and report on the findings throughout the year. Any plans found in non-compliance are to be reported to the SCRM and corrective measures coordinated with the specialists and the applicant/borrower to get the plan in compliance. The AFHMPs are reviewed during the compliance reviews of the entity and should be documented on form RD 400-8.

The following table provides instructions for the use of the Equal Housing Opportunity Logotype, Statement and Slogan for display advertising. In all instances, the type used should be bold display face and no smaller than eight point. This table provides the minimum sizes for the use of the Equal Housing Opportunity (EHO) Logotype. If other logotypes are used in the advertisement which are larger than the minimum size required for the EHO logotype, the EHO logotype must be of a size equal to the largest of other logotype.

<u>Approximate size of advertisement</u>	<u>Size of logotype inches</u>
1/2 page or larger	2x2
1/8 page up to 1/2 page	1x1
4 column inches to 1/8 page	1/2 x 1/2
Less than 4 column inches	Do not use

Slogan: Equal Housing Opportunity

Equal Housing Opportunity Statement. We are pledged to the letter and spirit of U. S. policy for achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.

Project Sign. The logotype must be clearly seen. At least five (5) percent of the sign's space shall be allotted for the logotype, slogan or statement. The sign must show the equal housing opportunity logotype (house symbol and slogan) or the slogan "Equal Housing Opportunity". An illustration of the logo can be found at www.hud.gov.

If you have any questions on this AN, please contact Daniel Bedford, Jr., State Civil Rights Manager at 1-800-403-8942 ext. 1563.

/S/

Joseph W. Newbill
State Director
USDA Rural Development